

THIS SUPERIORITY OF PHILIP MORRIS RECOGNIZED by medical authorities

PROVED
far less irritating
to the nose and throat

WHEN SMOKERS CHANGED TO PHILIP MORRIS,
EVERY CASE OF IRRITATION OF NOSE OR THROAT
DUE TO SMOKING, EITHER CLEARED UP COMPLETELY
OR MATERIALLY IMPROVED.
THEY FOUND PHILIP MORRIS TO BE THE
SMOKING WHICH DOES NOT IRRITATE THE
NOSE AND THROAT. FOR WILL FIND THEY PREFER PHILIP MORRIS
TO ANY OTHER CIGARETTE.

Every day, new
thousands call for
PHILIP MORRIS!



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